Please recall that for our society and economy to thrive, we depend upon capitalism. The rewards are great, the punishment for failure to serve the consumer is great as well. If the National Association of Broadcasters cannot serve the driving community as well as another format, satellite in this instance, then they fail. As a regulator, you should not involve yourself in this matter. In informed public is making its choice. Let it do so without being hamstrung by needless regulations.